



Government of
Saskatchewan

Annual Report 1984-85

Saskatchewan Economic Development and Trade

The Market Development Fund

86-04001/

**The Market
Development Fund**

To His Honour,
The Honourable Frederick W. Johnson
Lieutenant Governor of the Province of
Saskatchewan

Sir:

I have the honour to submit the Eleventh
Annual Report of The Market Development
Fund for the period April 1, 1984 to March 31,
1985.

I have the honour to be, Sir,

Your obedient servant
Eric Berntson
Minister of Economic Development and Trade



**The Market
Development Fund**

Honourable Eric Berntson
Minister of Economic Development
and Trade

Dear Sir:

It is my pleasure to present the Eleventh Annual
Report of The Market Development Fund for the
period April 1, 1984 to March 31, 1985.

Respectfully submitted
Dan Gagnier
Deputy Minister of Economic Development
and Trade
and Chairman of the Market Development
Committee



Constitution of the Market Development Committee

Market Development Committee

D. Gagnier, Chairman, Saskatchewan
Economic Development and Trade

J. D. Saum, Vice-Chairman, Saskatchewan
Economic Development and Trade

B. Perrin, Saskatchewan Finance

N. J. Barsi, Saskatchewan Economic
Development and Trade

J. A. Buchan, Saskatchewan Agriculture

Contents

I. Organization	5	D. Packaging, Product and Process Development.....	8
II. Objectives	5	Intercon Ham Project	
III. Activities of the Fund	5	Peter's Perogies Market Development	
A. Trade Shows and Exhibitions	6	Barley Pellet Feeding Trials	
Maine-Anjou World Congress		Flax Fibre Market Development	
Royal Livestock Shows and Mini-Conference		Fresh Pack Perogies Market Development	
"Elite Sale" Incoming Buyer Mission		Hudson Bay Dehy Glue Extender Product Development	
Agribition Incoming Visitors 1984		E. Market Intelligence, Research, Business and Feasibility Studies	9
B. Marketing Missions	6	Prairie Malt Extract Study	
Canola Meal Feeding Trials, Mexico		Yellow Seeded Flax Study	
Swine Breeders Promotion, Italy		Industrial Potatoes in Saskatchewan	
Vegetable Oil Promotion, Japan		Margarine Product Improvement Study	
Semen Export to Bulgaria		Golden Valley Foods Marketing (Phase II) Shishliki Market Development	
1984 World Shorthorn Congress, Louisville		Processed Greenhouse Products Marketing	
Certified Seed to Jilin, Agdevco		Golden Valley Foods Marketing Development	
Prairieland Stock Farm Swine Mission, South East Asia		Embryos, Manitoba Market Development	
Piedmontese Denver '85 Promotion		Game Slaughtering and Processing Study	
Organic Producers Marketing Mission		F. Other Projects.....	10
C. Agricultural Market Promotion.....	7	The Market Development Fund Administration	
Pulse Growers Marketing Project			
Vegetable Oil Promotion, Japan			
Good Eating Promotion Campaign			
Dehy Promotion and Extension			
Honey Promotional Cookbook			
Wild Rice Market Development			
Sask. Artificial Breeders Co-op Distribution Program			
Sask. Artificial Breeders Promotion			
Pro-Star Mills Brochure			
EXL Herefords Marketing Promotion			
Pulse Growers Promotional Cookbook			
Selling Pre-Sorted Feeder by Satellite Television			



I. Organization

The Market Development Fund was established under The Agricultural Products Market Development Fund Act, 1974, which was proclaimed by the Lieutenant Governor-in-Council on February 4, 1975. Regulations further defining activities of the Fund were made by Order-in-Council on April 29, 1975. The Act was amended by The Agricultural Products Market Development Fund Amendment Act, 1985, Statutes 1984-1985, Chapter 25. Monies allocated for the purpose of The Market Development Fund are provided as an appropriation in the Department of Economic Development and Trade budget. In 1984-85, funds totalling \$294,250 were appropriated to the Fund.

The Fund is administered by the Market Development Committee which is established under the Act and is composed of representatives from the Departments of Agriculture, Finance, and Economic Development and Trade.

The Fund was transferred to the Department of Economic Development and Trade under the responsibility of the Honourable Eric Berntson effective April 1, 1984. The purpose for the transfer was to emphasize the marketing requirements which are developing in the agriculture industry and to assist the co-ordination of the marketing priorities of the Department of Economic Development and Trade with producers' needs. The move has been beneficial, resulting in efficient internal administration, as well as providing a focus for improved marketing efforts by food manufacturers and agricultural product producers.

II. Objectives

The Market Development Fund was established to assist and encourage the exploration, development and expansion of markets for agricultural products produced, or capable of being produced, in Saskatchewan. Assistance from the Fund is available on a cost-shared basis to individuals, corporations, co-operatives or marketing agencies for the following purposes: trade and market development; product or process development; marketing intelligence; marketing research; business and feasibility studies; transport capability development. Assistance may take the form of grants, loans, forgivable loans, goods or services.

III. Activities of the Fund

During the year under review, The Market Development Fund provided financial assistance to a wide range of projects including domestic and international trade exhibits, marketing missions, promotions, product and process development projects and several marketing studies. Many projects are long term and assistance will span several years; others were initiated and completed during the year.

A. Trade Shows and Exhibits

Maine-Anjou World Congress

The Maine-Anjou Association and Canadian Western Agribition Association received \$7,000.00 to attend the Maine-Anjou World Congress in Calgary, Alberta. The two organizations hosted "Saskatchewan Nite", which promoted Saskatchewan, Saskatchewan livestock and Agribition in an international livestock forum and demonstrated the excellent quality of Saskatchewan beef cattle available.

Royal Livestock Shows and Mini-Conference

Canadian Western Agribition Association received \$5,325.00 to attend the Royal Livestock Shows and Mini-Conference in Great Britain. This enabled the Association to maintain its profile within the Commonwealth, and encourage interest in Saskatchewan livestock and Agribition.

"Elite Sale" Incoming Buyer Mission

El Centro Sales Management Ltd. received \$3,250.00 to sponsor the "Three Elite" Purebred Cattle Sale — Maine-Anjou '84 Incoming Buyer Mission project. The event showed American breeders high quality Canadian beef cattle and developed a future export market for Saskatchewan breeding stock through promotional material and personal visits by American beef producers.

Agribition Incoming Visitors 1984

Canadian Western Agribition Association received \$13,109.00 to invite eleven foreign buyers to the 1984 show and sale to promote Agribition as a major international livestock event, and to encourage international sales of Saskatchewan breeding livestock. Canadian Western Agribition is a tremendous opportunity for Western Canada, and Saskatchewan in particular, to demonstrate high quality breeding stock.

B. Marketing Missions

Canola Meal Feeding Trials, Mexico

The Canola Council of Canada received \$5,500.00 to launch a Canada-Mexico Canola Meal Feeding Trial in swine and poultry as a preliminary market analysis. The project evaluated the palatability of canola meal under Mexican commercial swine production conditions. It concluded that canola meal is a better feed than sorghum for Mexican swine.

Swine Breeders Promotion, Italy

The Saskatchewan Swine Breeders Association received \$2,204.00 to attend the International Swine Show in Reggio-Emilio, Italy. Their attendance promoted the Saskatchewan swine and poultry industry on an international scale as well as enhanced later sales to European countries such as France, Italy and Switzerland.

Vegetable Oil Promotion, Japan

The Canola Council of Canada received \$4,000.00 for the 1985 Japanese Oil Processors Association (JOPA) food oil promotion campaign in Japan. Part of the campaign involved advertising in the Japanese consumer magazine *Shopping* to promote consumption of Canadian canola oil. As well, Saskatoon hosted a nine-day tour for Japanese visitors, informing them of the Canadian lifestyle, particularly eating habits, and of canola production and processing in Western Canada.

Semen Export to Bulgaria

The Agricultural Development Corporation of Saskatchewan (AGDEVCO) and the Saskatchewan Aberdeen Angus Association received \$410.00 to ship a semen tank containing 100 doses of frozen Aberdeen Angus semen to Bulgaria, in an attempt to expand the overseas market for Saskatchewan Angus cattle by marketing into the Bulgarian beef cattle breeding program.

1984 World Shorthorn Congress, Louisville

The Saskatchewan Shorthorn Association received \$15,000.00 to attend the 1984 World Shorthorn Congress in Louisville, Kentucky, where they promoted and developed European Economic Community and South American export markets for Saskatchewan Shorthorn cattle.

Certified Seed to Jilin

The Agricultural Development Corporation of Saskatchewan (AGDEVCO) received \$900.00 to send a shipment of Saskatchewan grain varieties to the Province of Jilin, China, for scientific testing and evaluation at research stations in Changchun. The sample consisted of five varieties of hard red spring and durum wheat and barley, and were obtained from certified seed growers in Saskatchewan. Production data was also included in the shipment. The sample shipment enhanced the spirit of co-operation between Saskatchewan and Jilin, and marketed Saskatchewan grain products to the Chinese through Jilin.

Prairieland Stock Farm Swine Mission, South East Asia

The Prairieland Stock Farms received \$1,270.00 to send the Canadian Swine Delegation to Indonesia, Malaysia, Singapore, Thailand and Japan. The mission demonstrated the different herds in Saskatchewan to potential Asian buyers, and promoted new sales of Saskatchewan swine. It also provided follow-up services to previous Saskatchewan hog buyers.

Piedmontese Denver '85 Promotion

The Canadian Piedmontese Association and the Piedmontese Breeders Co-operative Ltd. received \$804.00 to attend the National Western Stock Show in Denver, Colorado, to promote the sale of Saskatchewan Piedmontese cattle.

Organic Producers Marketing Mission

Canadian Organic Producers Marketing Ltd. received \$1,810.00 to attend the Conference of Organic Food Producers Association of America in Toronto, where potential wholesalers and buyers were contacted. The trip was intended to develop a producer network throughout the province for production monitoring and communications, as well as market development and processing.

C. Agricultural Market Promotion

Pulse Growers Marketing Project

The Saskatchewan Pulse Crop Growers Association received \$116.00 to promote Saskatchewan pulse crops in domestic and international markets. Project activities included preparation of institutional and domestic cookbooks, promotional brochures and publications, and general information releases promoting Saskatchewan pulse crops.

Vegetable Oil Promotion, Japan

The Canola Council of Canada received \$2,000.00 to advertise in the mass circulation Japanese consumer magazine, *Shufunotomo*, as a continuous media vehicle for the Vegetable Oil Promotion Campaign. The campaign was launched in conjunction with the provinces of Alberta and Manitoba, and the Japanese Oil Processors Association. French and Spanish versions of a promotion-reference booklet, "Canola Oil, Properties and Performance" was introduced. These publications provide an in-depth reference resource that fortifies technical and market development missions, scientific symposia and market-oriented exhibitions.

Good Eating Promotion Campaign

The "Take Home a Taste of Saskatchewan" food promotion campaign and the Department of Tourism and Small Business received \$53.00 to launch the "Saskatchewan Is — Good Eating" campaign. The campaign increased awareness and consumption of Saskatchewan food products in Saskatchewan restaurants through distribution of promotional publications.

Dehy Promotion and Extension

The Saskatchewan Dehydrators Association received \$5,000.00 to hire a research laboratory to do a dehy promotion and extension study. Project activities included promotional brochures and publications and alfalfa extension manuals promoting the use of processed alfalfa in livestock rations in Western Canadian feeding programs.

Honey Promotional Cookbook

The Saskatchewan Beekeepers Association, in conjunction with other provincial associations, received \$3,512.00 to finance the printing of a Canadian honey cookbook advertising and promoting the use and sale of honey in Canada. The publication is central to the Canadian Honey Council Generic Honey Promotion Campaign which promotes increased domestic consumption of honey in Canada.

Wild Rice Market Development

Lakeview Distributing received \$320.00 for the Wild Rice Market Development project in which samples of Saskatchewan grown wild rice were shipped to health food stores and wholesale grocers. The awareness campaign promoted the acceptance of wild rice among Saskatchewan consumers, and stimulated out-of-province sales.

Pro-Star Mills Brochure

Pro-Star Mills (1982) Ltd. received \$2,268.00 to prepare an international company brochure describing their processing technology and finished products, namely starch, protein and fibre from yellow field peas. The promotional literature illustrated the operation's international orientation and promoted its technology and products to potential international buyers.

Saskatchewan Artificial Breeders Co-op Distribution Program

The Fund provided \$7,462.00 assistance to the Saskatchewan Artificial Breeders Co-operative to set up a semen distribution and service program to market their products throughout Saskatchewan.

Saskatchewan Artificial Breeders Promotion

The Fund provided \$1,459.00 support to Saskatchewan Artificial Breeders Co-operative to develop a promotional brochure to assist in the sale of semen collected from Saskatchewan bulls at S.A.B.C.'s facility in Yorkton.

EXL Herefords Marketing Program

The EXL Ranch Ltd. received \$7,678.00 to promote and market their livestock (primarily purebred yearling bulls), semen embryos and services in Western Canadian and international

markets. The project activities included preparation of a video presentation, production of promotional literature and brochures, sales missions to British Columbia and Manitoba, and attendance at major worldwide livestock events to market products out-of-province.

Pulse Growers Promotional Cookbook

The Saskatchewan Pulse Crop Growers Association received \$22,500.00 to print and distribute a promotional cookbook entitled "The Amazing Legume", which is the focal point of a new, progressive domestic and international Saskatchewan pulse crops marketing campaign.

Selling Pre-Sorted Feeder Cattle by Satellite Television

The Battleford Feeder Cattle Marketing Committee (BFCMC) received \$1,512.00 to sell pre-sorted multiple-owner calves to Ontario via closed circuit television in North Battleford. Three representatives from BFCMC were sent to Ontario to monitor the television sales and to establish better relations between Ontario farmer feeders and the cattle producers of Northwestern Saskatchewan in an attempt to market Saskatchewan calves and yearlings out-of-province.

D. Packaging, Product and Process Development

Intercon Ham Project

International Packers received \$4,675.00 to undertake the new "Cook in Ham Process" that offers significant savings to both producers and consumers. The specialty-type canned ham product, which has a six-month shelf life under proper refrigeration conditions, also satisfies a large existing market in the United States.

Peter's Perogies Market Development

Peter's Perogies Inn received \$1,229.00 to improve packaging, design a more acceptable shape of perogy and introduce new meat turnovers, such as meat pies and fruit tarts. The project marketing strategies included establishing a firm market in Saskatoon and successfully penetrating the Winnipeg and Northern Ontario markets.

Barley Pellet Feeding Trials

The Alfalfa Group received \$7,700.00 for a series of Whole Plant Barley Pellet Feeding Trials. The project evaluated the palatability of barley pellets in dairy rations, their effect on milk yield and composition, and voluntary intake and digestibility by Hereford steers in an attempt to determine the potential application of barley as forage for livestock during a drought.

Flax Fibre Market Development

Lin-Can Ltd. received \$2,500.00 for a flax fibre market development project. Flax fibre, of which Canada grows a large acreage, appears to be the most economical and technically feasible alternative to asbestos fibres, which have been banned in the European construction industry. The project made a preliminary market analysis to determine whether the European building community could be attracted and their purity requirements met.

Fresh Pack Perogies Market Development

Saskatoon Fresh Pack Potatoes received \$10,763.00 to undertake the Prairie Fresh Pack Foods "Perogies" Market Development project in Manitoba and Ontario. Project activities included seeking product listings with wholesale merchandise buyers, calling individual retail outlets, conducting in-store demonstrations and preparing market materials to widen the existing market and arouse consumer awareness for processed and frozen foods.

Hudson Bay Dehy Glue Extender Product Development

Hudson Bay Dehydrators Mutual Ltd. received \$3,400.00 to test equipment in Minneapolis which may be used to manufacture glue extender. The tests were made to determine the feasibility of using the dehydrator plant for producing alternative products, thus extending equipment use and the production season, and increasing Saskatchewan employment opportunities.

E. Market Intelligence, Research, Business and Feasibility Projects**Prairie Malt Extract Study**

Prairie Malt Limited received \$1,900.00 to study the feasibility and/or commercial viability of building a small North American malt extract plant. The potential use of malt by the brewery and home brew kit markets was cautiously estimated and concluded to be commercially unviable.

Yellow Seeded Flax Study

Flax Growers of Western Canada received \$1,400.00 to hire a consultant to do a market study of yellow seeded flax and its related North American products. Preliminary enquiries into the pharmaceutical and health food wholesale industries were made to assess their interest in yellow seeded flaxseed.

Industrial Potatoes in Saskatchewan

The Saskatchewan Vegetable Marketing Commission received \$16,730.00 to hire a food industry consultant to study industrial potato starch. The purpose of the study was to determine the potential of the starch as a depressant in the potash refining industry, in order to optimize production cost and product efficiency.

Margarine Product Improvement Study

CSP Foods Ltd. received \$9,437.00 to optimize processing techniques at the Nipawin CSP Foods Packaging Plant to improve the performance, quality and spreadability of margarines manufactured from canola oil. This would enhance the acceptance of Saskatchewan canola-based margarine products in domestic and international markets.

Golden Valley Foods Marketing

Golden Valley Foods Inc. received \$998.00 to conduct a marketing project on the financial viability of the proposed corporate marketing strategy. Project activities included publication of recipes and showcards and in-store and company advertising to determine domestic and export market acceptance of its packaged seed products.

(Phase II) Shishliki Market Development

Kamsack Meat Processors Ltd. received \$25,000.00 to establish a marketing plan for shishliki, a pre-cut, marinated meat product similar to souvlaki. The plan outlined promotional strategies for introducing shishliki in the Saskatchewan market place as a new barbecue product with various product lines and establishing year-round potential markets.

Processed Greenhouse Products Marketing

The Catering Corporation of Canada Ltd. received \$3,065.00 to develop retail and wholesale markets in Saskatchewan for processed greenhouse food products manufactured from the waste products of the Saskatchewan greenhouse industry. Project activities included the publication of promotional brochures and leaflets, attendance at Saskatchewan Exhibition Shows, and in-store demonstrations.

Golden Valley Foods Marketing Development

Golden Valley Foods received \$1,700.00 to develop Saskatchewan markets for its packaged seed products and expand its Western Canadian market.

United States Market Development and Distribution

The Saskatchewan Artificial Breeders Co-operative Ltd. received \$2,698.00 to promote and establish an export market and distribution system in the United States for elite, Saskatchewan-owned beef sires from the Yorkton Artificial Insemination unit. Promotional literature and an export semen catalogue were developed and distributed to all major American bull owners and semen users.

Embryos, Manitoba Market Development

Saskatoon Embryo Transplant Ltd. received \$108.00 to attend the Manitoba Holstein Breeders Association meeting in Portage la Prairie, Manitoba. The purpose was to promote their embryo transfer package and investigate new market opportunities for the Saskatchewan-based biotechnological embryo transplant service.

Game Slaughtering and Processing Study

The Fund provided \$14,735.00 in assistance to Mr. Kit St Cyr to have a study undertaken to determine the feasibility of producing and processing wild game meat in Saskatchewan.

F. Other Projects**The Market Development Fund Administration**

The Market Development Fund administration account was established to cover publicity and administration expenses under The Market Development Fund program, such as the cost of preparing The Market Development Fund Annual Report. During the year under review, expenses totalled \$1,103.00

The Market Development Fund

Financial Statements

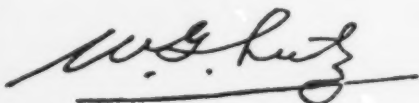
Year Ended March 31, 1985

Auditor's Report

To the Members of the Legislative Assembly
Province of Saskatchewan

I have examined the balance sheet of The Market Development Fund as at March 31, 1985 and the statement of revenue and expenditure for the year then ended. My examination was made in accordance with generally accepted auditing standards, and accordingly included such tests and other procedures as I considered necessary in the circumstances.

In my opinion, these financial statements present fairly the financial position of the Fund as at March 31, 1985 and the results of its operations for the year then ended in accordance with the disclosed basis of accounting applied on a basis consistent with that of the preceding year.

A handwritten signature in cursive script, appearing to read 'W. G. Lutz', is written over a horizontal line.

W. G. Lutz, F.C.A.,
Provincial Auditor.

Regina, Saskatchewan,
June 12, 1985.

Statement 1**The Market Development Fund****Balance Sheet****As at March 31**

	1985	1984
Assets		
Due from Consolidated Fund (Note 6)	<u>\$426,306</u>	<u>\$355,659</u>
Fund Balance		
Fund balance, beginning of year	\$355,659	\$235,025
Excess of revenue over expenditure (Statement 2)	<u>70,647</u>	<u>120,634</u>
Fund balance, end of year	<u>\$426,306</u>	<u>\$355,659</u>

*(See accompanying notes to the financial statements)***Statement 2****The Market Development Fund****Statement of Revenue and Expenditure****Year Ended March 31**

	1985	1984
Revenue		
Transfer from the Department of Agriculture	\$ —	\$294,250
Transfer from the Department of Economic Development and Trade	<u>294,250</u>	<u>—</u>
	<u>294,250</u>	<u>294,250</u>
Expenditure		
Financial assistance (Schedule 1) (Note 3)	222,500	172,486
Administration costs	<u>1,103</u>	<u>1,130</u>
	<u>223,603</u>	<u>173,616</u>
Excess of revenue over expenditure — to Statement 1	<u>\$ 70,647</u>	<u>\$120,634</u>

(See accompanying notes to the financial statements)

The Market Development Fund

Notes to Financial Statements

March 31, 1985

1. Authority

The Market Development Fund is a special purpose fund established under the provisions of The Agricultural Products Market Development Fund Act. The Fund consists of monies transferred to it from sums appropriated out of the Consolidated Fund for that purpose by the Legislature. The Market Development Committee, also established under terms of this Act, may make grants and loans considered necessary for the promotion and development of markets for agricultural products produced or to be produced in the province. Assistance is provided by the Committee subject to the approval of the Minister of Economic Development and Trade (Minister of Agriculture, prior to April 1, 1984).

2. Accounting Policies

The accounts of the Fund are maintained on a cash basis whereby revenue is recorded as received and financial assistance is recorded when paid.

In some cases, recipients may be required under certain conditions to repay all or a portion of assistance received from the Fund. In other cases, recoveries of financial assistance may be received from third parties pursuant to provisions of agreements entered into with the Committee. Where assistance recoverable from third parties is outstanding at year end, such amounts are classified as project advances. Repayments from recipients or from third parties are appropriately classified as refunds in the year repayment is subsequently received.

Certain projects have been co-sponsored by the Committee and the Federal Department of Regional Industrial Expansion with the total assistance in each case being financed initially by The Market Development Fund. The federal portion of assistance in such instances is paid directly to the Consolidated Fund of the Province, in accordance with policies established by the Department of Finance.

3. Financial Assistance Recoverable

The following schedule summarizes the amounts of financial assistance paid in the current and previous years which remain subject to repayment by recipients under certain conditions:

Fiscal Year Assistance Paid	Amount Subject to Repayment April 1, 1984	Current Year Payments (Repayments)	Amounts Earned or Written Off	Amount Subject to Repayment March 31, 1985
1979-80	\$ 7,250	\$ —	\$ 7,250	\$ —
1980-81	7,625	—	7,625	—
1981-82	44,398	—	4,250	40,148
1982-83	30,476	—	—	30,476
1983-84	30,111	—	8,330	21,781
1984-85	—	22,500	—	22,500
	<u>\$119,860</u>	<u>\$22,500</u>	<u>\$27,455</u>	<u>\$114,905</u>

4. Outstanding Project Commitments

As applications for financial assistance are considered and approved by the Market Development Committee and the Minister, the projects are considered to be committed for administrative purposes although payments may be subject to the satisfaction of certain conditions or may be payable from monies appropriated for the Fund in future periods. The total of outstanding project commitments at March 31, 1985 is \$251,195 (1984 — \$264,126).

5. Related Party Transactions

Administration costs are paid by the Department of Economic Development and Trade with the exception of certain costs of printing and professional services provided directly for the benefit of the Market Development Committee. No provision for the costs borne by the Department is included in the financial statements.

6. Due from Consolidated Fund

Pursuant to a Minister of Finance Order, the monies in The Market Development Fund have been deposited to the credit of the Fund at no interest in the Consolidated Fund of the Province.

Schedule 1

The Market Development Fund Schedule of Financial Assistance Year Ended March 31, 1985

Applicant	Project	Payments in 1984/85
Artificial Breeders Co-operative	Artificial Breeders Promotion	\$ 1,459
Intercontinental Packers Ltd.	Intercontinental Ham Project	4,675
Peter's Perogies Inn	Peter's Perogies Market Development	1,229
Pulse Growers Association	Pulse Growers Marketing Project	116
Prairie Malt (Canada) Ltd.	Prairie Malt Extract Study	1,900
Canola Council of Canada	Vegetable Oil Promotion, Japan	2,000
The Alfalfa Group	Barley Pellet Feeding Trials	7,700
"Take Home a Taste of Saskatchewan"	Good Eating Promotion Campaign	53
Artificial Breeders Co-operative	S.A.B.C. Distribution Program	7,462
Flax Growers Western Canada	Yellow Seeded Flax Study	1,400
Lin-Can Ltd.	Flax Fibre Market Development	2,500
Saskatchewan Dehydrators Association	Dehydrators Promotion & Extension	5,000
Saskatchewan Vegetable Commission	Industrial Potatoes in Saskatchewan	16,730
Canola Council of Canada	Canola Meal Feeding Trials, Mexico	5,500
C.S.P. Foods Ltd.	Margarine Product Improvement Study	9,437
Golden Valley Foods	Golden Valley Foods Marketing	998
Saskatchewan Beekeepers Association	Honey Promotional Cookbook	3,512
Maine-Anjou Association & Canadian Western Agribition	Maine-Anjou World Cogress	7,000
Canadian Western Agribition	Royal Livestock Shows & Mini-Conference	5,325
Saskatoon Fresh Pack Potatoes	Fresh Pack Perogies Market Development	10,763
Saskatoon Swine Breeders Association	Swine Breeders Promotion, Italy	2,204
Canola Council of Canada	Vegetable Oil Promotion, Japan 1983	4,000
Lakeview Distributing	Wild Rice Market Development	320
Kamsack Meat Processors	Shishliki Market Development	25,000
Catering Corporation of Canada	Processed Greenhouse Products Marketing	3,065
Golden Valley Foods	Golden Valley Foods Market Development	1,700
Artificial Breeders Co-operative	U.S. Market Development & Distribution	2,698
Agricultural Development Corporation & Saskatchewan Angus Association	Semen Export to Bulgaria	410
Saskatoon Embryo Transplants	Embryos, Manitoba Market Development	108
Pro-Star Mills Ltd.	Pro-Star Mills Brochure	2,268
Saskatchewan Shorthorn Association	1984 World Shorthorn Congress, Louisville	15,000
EXL Ranches Ltd.	EXL Herefords Marketing Program	7,678
Saskatchewan Pulse Growers Association	Pulse Growers Promotional Cookbook	22,500
Agricultural Development Corporation	Certified Seed to Jilin, Agdevco	900
Kit St. Cyr	Game Slaughtering and Processing Study	14,735
Battleford Feeder Cattle Marketing	Selling Pre-Sorted Feeder by Satellite T.V.	1,512
El Centro Sales Management Ltd.	"Elite Sale" Incoming Buyer Mission	3,250
Canadian Western Agribition	Agribition Incoming Visitors 1984	13,109
Prairieland Stock Farm, D. Brooks	Prairieland Stock Farm Swine Mission South East Asia	1,270
Hudson Bay Dehydrators Co-op Ltd.	Hudson Bay Dehydrators Glue Extender Product Development	3,400
Piedmontese Association	Piedmontese Denver '85 Promotion	804
Organic Products Marketing Co-op Ltd.	Organic Producers Marketing Mission	1,810
		<u>\$222,500</u>